CONTENTS

About the Contributors vii

Introduction xiii

PART ONE: STATE OF THE ART REVIEW 1

1 Developments in Strategic Management 3
D. E. Hussey

PART TWO: GAINING COMPETITIVE ADVANTAGE 27

2 From Competitive Advantage to Corporate Strategy 29
M. E. Porter

3 Emerging Perspectives on Corporate Strategy 61
T. S. Wurster

4 The Group Competitive Intensity Map: A Means of Displaying Competitive Position 73
P. McNamee and M. McHugh

5 Manufacturing Strategy for Competitive Advantage 101
A. J. Pendlebury

6 Making the Technology–Strategy Connection 131
J. P. Henry

7 Using Information Systems (IS) to Build Competitive Advantage and Cope with Change 145
E. Tozer

8 New Dynamics of Strategic Management in the Global Context of the 1990s 177
G.-I. Nakamura

9 Strategic Information Management 191
H. Butcher and M. Mainelli

PART THREE: OTHER TOPICS 217

10 Adding Value from Corporate Headquarters 219
A. Campbell and M. Goold

11 Board Participation in Strategy: When and How? 241
F.-F. Neubauer and A. Demb

12 Human Resource Management, Corporate Culture and Entrepreneurship as Key Issues in the Hungarian Economic Reform 267
M. Csath

13 Strategic Planning in the Public Sector 297
K. Ascher and B. Nare

14 A Personal Reading List 317
D. E. Hussey

Mailing Addresses of Contributors 325

Index 327